

## **ABSTRAK**

### **PENGARUH KREATIVITAS PENYAMPAIAN IKLAN DAN KEMUDAHAN IKLAN DIINGAT PADA IKLAN AXE-EFFECT DI TELEVISI TERHADAP MINAT BELI KONSUMEN**

**Studi Kasus: Mahasiswa Universitas Atma Jaya Kampus I, Mrican, Yogyakarta**

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Penelitian ini bertujuan untuk mengetahui apakah Kreativitas Penyampaian Iklan dan Kemudahan Iklan Diingat Pada Iklan AXE-EFFECT berpengaruh terhadap Minat Beli Konsumen

Jenis penelitian ini adalah studi kasus. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Data dikumpulkan dengan teknik Kuesioner. Sampel sebanyak 100 mahasiswa laki-laki Universitas Atma Jaya Kampus I Mrican Yogyakarta. Adapun variabel penelitiannya adalah Kreativitas Penyampaian Iklan, Kemudahan Iklan Diingat, Minat Beli Konsumen. Teknik analisis data dalam penelitian ini menggunakan Uji asumsi klasik, analisis regresi linear berganda, uji F dan uji t

Berdasarkan analisis data yang telah dilakukan, diperoleh hasil sebagai berikut : (1) Kreativitas Penyampaian Iklan dan Kemudahan Iklan Diingat secara simultan berpengaruh signifikan terhadap Minat Beli Konsumen (2) Secara parsial variabel Kreativitas Penyampaian Iklan tidak berpengaruh terhadap Minat Beli Konsumen sedangkan variabel Kemudahan Iklan Diingat berpengaruh positif terhadap Minat Beli Konsumen. Kedua variabel independen hanya mampu menjelaskan perubahan pada Minat Beli Konsumen sebesar 25,6%, sedangkan 74,4% Minat Beli Konsumen dipengaruhi oleh variabel lain.

## **ABSTRACT**

**THE EFFECT OF ADVERTISEMENT CREATIVITY AND THE EASINESS  
OF ADVERTISEMENT TO BE REMEMBERED ON AXE-EFFECT  
ADVERTISEMENT TO CONSUMER BUYING INTEREST  
A Case study: Student Atma Jaya University, Mrican, Yogyakarta**

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The Purpose of the research was to figure out whether Creativity of Advertisement and The Easiness Of Advertisement To Be Remembered On Axe-Effect Advertisement affected Consumer Buying Interest

The research was a case study. Sample technique was *purposive sampling*. Data was collected by questionnaires. Sample were 100 male students of Atma Jaya University on Campus I Mrican. Research variable were advertisement creativity, the easyness of advertisement to be remembered, and consumer buying interest. Data analysis technique in the research, multiple linear regression, and simple linear regression.

Based on the analysis, the result as follows : (1) The Creativity of Advertisement and The Easiness of Advertisement To Be Remembered simultaneously effected Consumer Buying Interest. (2) Partially, The Creativity of Advertisement did not effect to Consumer Buying Interest while The Easiness of Advertisement to Be Remembered had positive effect to Consumer Buying Interest. These two independent variables only could explain the change on Consumer Buying Interest about 25,6%, while 74,4% of Consumer Buying Interest was effected by other variables.